

**7. 2001 NOKIA BRIER – CANADIAN MEN’S CURLING  
CHAMPIONSHIP – MARCH 3 – 11, 2001  
GRANT REQUEST OUTSIDE REGULAR PROCESS**

**COMMITTEE RECOMMENDATION**

**That Council approve a grant request in the amount of \$75,000 for the Ottawa Brier 2001.**

**DOCUMENTATION**

1. Regional Clerk’s report dated 26 Sep 00 is immediately attached.
2. Extract of Draft Corporate Services and Economic Development Committee Minute, 03 Oct 00, immediately follows the report and includes a record of the vote.

REGION OF OTTAWA-CARLETON  
RÉGION D'OTTAWA-CARLETON

REPORT  
RAPPORT

Our File/N/Réf.  
 Your File/V/Réf.

DATE 26 September 2000

TO/DEST. Co-ordinator  
 Corporate Services and Economic Development

FROM/EXP. Regional Clerk

SUBJECT/OBJET **2001 NOKIA BRIER - CANADIAN MEN'S CURLING  
 CHAMPIONSHIP - MARCH 3-11, 2001 - GRANT REQUEST  
 OUTSIDE REGULAR PROCESS**

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**DEPARTMENT RECOMMENDATION**

**That Corporate Services and Economic Development Committee recommend that Council approve a grant request in the amount of \$75,000 for the Ottawa Brier 2001.**

**PURPOSE**

This report presents a project grant request (Annex A) from the Nokia Brier 2001 in the amount of \$75,000 to provide Transportation, Patrons' Reception and support for community awareness programs.

**BACKGROUND**

The Brier was first held in 1927. It is hosted in different Canadian Cities. Ottawa has hosted two Brier in the past years. Both Ottawa Briers occurred at Lansdowne Park in 1979 and 1993. Last year's Brier was held in Saskatoon.

The Brier - Canada Men's Curling Championship - is a sanctioned national championship of the Canadian Curling Association and for the year 2001, is being planned, organized and operated by Ottawa Brier 2001.

The Nokia Brier 2001 will run from March 3-11, 2001, and will be held in the Ottawa Civic Centre, Lansdowne Park.

The Brier is a twelve-team competition involving provincial and territorial champions from every province and territories in Canada. Numerous teams each year enter club and district playoffs attempting to become Ontario's champion and represent this province at the Brier.

## DISCUSSION

In accordance with the Grants Outside Budget Guidelines, the application was reviewed by the Regional Clerk to determine initial eligibility and subsequently considered by a recommendation panel made up of Louise Crandall, Ottawa Tourism and Convention Authority; Réjean Chartrand, Executive Director, Economic Affairs and Louise Roy-Brochu, Acting Manager Arts Program.

Ottawa Brier 2001 is a not for profit organization within the Province of Ontario and is managed by a volunteer board of directors. A professional staff has been hired to handle the day to day operations. The proposal presents a professional approach to sponsorship and promotion. The group has already identified several funding and presenting partners plus a strong volunteer component.

OTCA supports the request since the Nokia Brier will utilize 4,520 room nights in an otherwise down period. It will provide in excess of \$10 million in economic impact for the region. The Nokia Brier is a sought after event that other Canadian cities have supported at or over this request level (ie. \$75k) and will involve significant media coverage providing incremental profile for Ottawa. The event will raise the profile of sports and sports facilities locally, which is a direction in which OTCA is moving.

Economic Affairs recommends funding support for the following reasons:

- the economic impact projected at over \$10M is significant
- national exposure of Ottawa over the nine days and 66 hours of television coverage is an excellent marketing investment
- TSN's interest in a special feature to showcase Ottawa is of interest, and we should ensure that the City is consulted in the development of this feature story
- there is a lot of discussion in the community about Ottawa and our growing high technology sector; there is a need to encourage our other economic clusters such as tourism, and this is a great event to support from an economic diversity perspective
- the ability to attract high quality and prestigious events such as the Nokia Brier 2001 contributes greatly to creating a City with a high quality of life

A major component of the request is to provide dedicated transit services to and from Landsdowne Park for the duration of the event. Public Transit is a municipal service and Ottawa-Carleton is renowned for its system across North America. This is an excellent opportunity for the Region to

participate and deliver a service that will ensure tourists and residents alike can attend the event at reasonable cost and rely on a direct transit route to get there.

It is perhaps the premiere and most watched curling event in the world. People come from across Canada and the world to see this week long plus event.

FINANCE DEPARTMENT COMMENT

Should Committee and Council wish to approve this grant request, the Transportation Division has indicated that funds would be available within their 2000 operating budget.

*Approved by  
Tom Fedec on behalf of  
Lloyd Russell  
A/Finance Commissioner*

CONCLUSION

The Nokia Brier Project meets all the "Outside the Budget Process" criteria. It is recommended that full funding support of \$75,000 which represent 1.9% of the expenditures be provided.

*Approved by  
M. J. Woollam  
Regional Clerk*



September 7, 2000

Mr. Bob Chiarelli  
Chairman  
Regional Municipality of Ottawa-Carleton  
111 Lisgar Street, 2<sup>nd</sup> Floor Heritage Building  
Ottawa, Ontario  
K2P 2L7

**NOKIA BRIER 2001**

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Dear Mr. Chiarelli

The curling community of Ottawa-Carleton is very proud to be hosting the *2001 Nokia Brier* in Ottawa - March 3 - 11. Not only is this the first *Nokia Brier* but it is the first major event for the (new) *City of Ottawa*. The corporate community is demonstrating its support for this premier curling event through participation in our Patrons' program. The curling community is on side. There will be over 1,000 volunteers involved. The *Nokia Brier*, the Canadian Men's Curling Championship, is curling's premier event of the year having a local economic impact in excess of \$10 million. It is projected to attract 5,000 visitors and have an attendance figure in excess of 150,000. There will be over 66 hours of national television coverage on TSN and CBC keeping Ottawa in the public eye for the nine days of the Brier, to a cumulative audience exceeding three million viewers. In addition, TSN has expressed an interest in working with us to showcase Ottawa and its landmarks in special feature programming during the event.

The event will be held at the Ottawa Civic Centre. In addition to the economic impact mentioned above, there are direct financial benefits accruing to Lansdowne Park. The rent and facility fees alone will be somewhere in the order of \$350,000 to \$400,000 depending on the mix of weeklong ticket packages and game day tickets sold. In addition we have estimated that Lansdowne's contractual share on souvenirs will be in the order of \$25,000, actual calculation is 7% on sales volumes. Although revenue neutral, our event will also be paying out approximately \$70,000 more to Lansdowne for ticket handling.

Support from the Regional Municipality of Ottawa Carleton will go a long way to ensure a memorable event. **We would appreciate support in three areas:**

**1. Transportation, 2. Patrons' Reception, and 3. Support for Community awareness programs like our Brier Buddies Program.**

1. **Support for Transportation.** Getting around is what people remember the most...and we want to leave a great impression. We have met with OC Transpo's Michel Carriere (full "initial quotation" is available)

a) Access to OC Tranpo - we hope free for anyone with a Brier Ticket	Quote: 0
b) Dedicated Bus Route - 4 vehicles per day	Quote: \$31,220
c) Support Service - 2/day during week at peak times and 6/day on final Saturday and Sunday	Quote: \$13,600
Transportation total	\$44,820

2. **Provision of Patrons' Reception.** Scheduled for March 1 evening. This is the introduction to the City of Ottawa, the first impression for the provincial championship teams and for the corporate leadership of the patron companies from across Canada as well as our own local corporate community. Approximately 400 people will be invited. This would be an opportunity to show off our new City Hall. The budget for this event is \$22,000 to \$25,000 depending on the caterer and the selected menu.

3. Support for **Community Awareness** programs like our *Brier Buddies* program. This is a community support and promotions program which will involve businesses in Ottawa demonstrating their support for the *2001 Nokia Brier*. Businesses will be offered an opportunity to participate free of charge and be provided with kits of posters and opportunity for customer involvement. The Ottawa Citizen is on side to assist in publicizing the participating companies. The program will have a unique logo and will require a financial investment for things from printing to providing prizes. It would look great to have the City's name associated with the program...something like: Brier Buddies brought to you by Ottawa Tourism (or something). Maybe even a launch of the program at City Hall. Support requested for Awareness programs \$6,500 - \$8,000.

#### Additional Facts and Figures

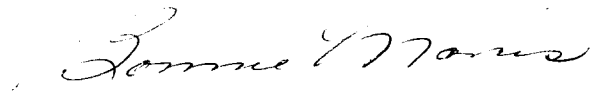
1. Brier Facts - attached on separate sheet
2. Ticket prices - outlined on yellow flyer and blue brochure
3. Tickets reserved to date - over 70,000
4. Sponsorship targets when sold - \$1,000,000 - see one sheet breakdown of rights and benefits
5. List of sponsors to date - some decisions are pending therefore see attached list
6. Expenditures will exceed \$4 million
7. Amount of investment from the host city in the last couple of Briers, according the Canadian Curling Association, has ranged from \$75,000 to \$125,000. Edmonton looked after transportation and the Patrons' Reception. In Saskatoon the event was held at Sask Place, a long way from downtown so the support there was primarily for special transportation - shuttle service
8. We are advised by the Canadian Curling Association that after this year there will be a requirement for the host city to commit \$200,000 in support.

I trust this information is sufficient to support a decision in our favour to approve support totalling \$75,000 and advise that we are willing to attend any meetings to answer questions.

In closing I might just mention that we will be having a Patron Workshop on October 18 to fill those people in on the rights and benefits of association with this great event of ours. We would be thrilled to be able to include representation from the Region and to announce your support at the same time.

If you require any further information, I may be reached at University of Ottawa, Alumni and Development Office, 562-5856.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bonnie Morris".

Bonnie Morris (Mrs.)  
Vice-President Business  
Nokia Brier 2001

cc: Jim Young, President, Nokia Brier 2001

# **Brier Fact Sheet**

## **Background**

- The Brier – Canadian Men's Curling Championship – is a sanctioned national championship of the Canadian Curling Association and for the year 2001, is being planned, organized and operated by Ottawa Brier 2001
- The Nokia Brier 2001 will run from March 3 – 11, 2001 and will be held in the Ottawa Civic Centre, Lansdowne Park.
- The Brier is a twelve-team competition involving provincial and territorial champions from every province and territories in Canada. Numerous teams each year enter club and district playoffs attempting to become Ontario's champion and represent this province at the Brier.
- Ottawa Brier 2001 is a not-for-profit organization within the province of Ontario and is managed by a volunteer board of directors. A professional staff has been hired to handle the day-to-day operations.

## **A Curling Profile:**

- Curling in Canada is very popular! There are over 1,250 curling clubs in Canada.
- Over 1.2 million Canadians participate in the sport each winter.
- Demographics for curling participants include: 75% are between the ages of 25 & 54; average household income \$65,500+ per year; 42% have personal incomes greater than \$35,000 per year; 42% have some university education; 26% are managers, owners or professionals; 65% male and 35% female ... all above the Canadian norm. (Source: PMB)
- Curling enjoys tremendous public profile in Canada. Each winter TSN and CBC televise more than 200 hours of curling on national television.
- The Brier each year, accredits almost 200 media persons to cover the event in newspapers, radio, television and via the Internet.
- The final game of the Brier televised on CBC draws an average minute audience in excess of 1.2 million viewers.
- Keith Pelly, Vice-president of Programming for TSN identified Curling as the Number 1 rated sport – amateur or professional – on his network. (Winnipeg Free Press – March 15, 1998)
- Curling is now an official Olympic sport, having made a very successful debut at the 1998 Winter Olympic Games in Nagano, Japan.
- The winner of the Nokia Brier 2001 will earn the right to compete in the 2002 Canadian Olympic Curling Trials and possibly earn the right to represent Canada at the 2002 Olympic Games in Salt Lake City.



## Fiche de renseignements sur le Championnat Brier

### Contexte

- Championnat canadien de curling masculin, le Brier est un championnat national sanctionné de l'Association canadienne de curling. Ottawa Brier 2001 est chargé de la planification, de l'organisation et du déroulement du championnat de 2001.
- Le Nokia Brier 2001 aura lieu du 3 au 11 mars 2001 au Centre municipal d'Ottawa, situé au parc Lansdowne.
- Compétition à laquelle prennent part douze équipes, le championnat Brier engage la participation de champions provinciaux et territoriaux de chaque province et territoire au Canada. De nombreuses équipes s'inscrivent chaque année aux éliminatoires de clubs et de districts dans le but de tenter de devenir l'équipe championne de l'Ontario et de représenter cette province au Brier.
- Ottawa Brier 2001 est un organisme sans but lucratif, géré par un conseil de bénévoles. Un personnel professionnel est embauché pour s'occuper des opérations quotidiennes.

### Profil du curling

- Le curling est très populaire au Canada! Il existe plus de 1 250 clubs de curling au pays.
- Plus de 1,2 millions de Canadiens et Canadiennes s'adonnent au sport chaque hiver.
- Les données démographiques sur les participants au curling révèlent que 75 % sont âgés entre 25 et 54 ans, le revenu moyen du ménage est d'au moins 65 500 \$ par année, 42 % gagnent personnellement plus de 35 000 \$ par année, 42 % ont fait des études universitaires, 26 % sont des gestionnaires, des propriétaires ou des professionnels, 65 % sont des hommes et 35 % des femmes. Ces données sont toutes supérieures à la norme canadienne (Source : PMB).
- Le curling a un excellent profil auprès du public canadien. Chaque hiver, les réseaux TSN et CBC télévisent plus de 200 heures de curling à l'échelle nationale.
- Chaque année, le Brier accrédite presque 200 membres des médias pour assurer la couverture du championnat dans les journaux, à la radio, à la télévision et sur Internet.
- Le match final du Brier télévisé à l'antenne de CBC attire un auditoire moyen par minute de plus de 1,2 millions de téléspectateurs.
- Keith Pelly, vice-président de la programmation de TSN a déclaré que le curling occupait la première place comme sport – amateur ou professionnel – sur son réseau. (*Winnipeg Free Press*, le 15 mars 1998)
- Le curling est à présent un sport olympique officiel, ayant eu un début couronné de succès aux Jeux olympiques d'hiver de 1998, à Nagano, au Japon.
- Le gagnant du Nokia Brier 2001 méritera le droit de concourir dans les épreuves de qualification canadiennes de curling olympique de 2002 et peut-être même le droit de représenter le Canada aux Jeux olympiques de 2002 qui se dérouleront à Salt Lake City.

# ***Nokia Brier 2001***

*Presented by Sheraton Hotels & Resorts*

**March 3 – 11, 2001**

**Ottawa Civic Centre**

**Ottawa, Ontario**

## **Sponsorship Program Outline**

The Nokia Brier 2001 looks to provide all Official Event Sponsors with exceptional value and a variety of benefits to enhance your company's advertising and PR efforts through participation in one of Canada's greatest sporting events.

The Nokia Brier 2001 sponsorship program includes the following:

- Four levels of sponsorship to choose from:

Bronze Patron	\$10,000 in support
Silver Patron	\$18,000 in support
Gold Patron	\$35,000 in support
Diamond Patron	\$75,000 in support

- The option of providing cash or required product/services-in-kind toward the sponsorship
- Product Category exclusivity for Gold and Diamond level sponsors
- Advertising/exposure opportunities in conjunction with multi-media advertising campaign conducted by the Nokia Brier 2001 (print, radio, television & outdoor).
- On-site advertising (signage, etc) at both the Ottawa Civic Centre and the world-famous Nokia Brier Patch. Projected attendance will exceed 150,000.
- Tremendous hosting opportunities – including tickets, sponsor lounge access & banquets - for customers, suppliers and employees during the nine days of the competition.
- The opportunity to utilize the Official Nokia Brier 2001 corporate mark in any or all of your promotional and advertising activities.
- The opportunity to network and undertake cross-promotions with over 30 other corporate sponsors to be involved with the Nokia Brier 2001.

This overview provides a snapshot view of the many opportunities a partnership with the Nokia Brier 2001 can provide your company.

**NOKIA BRIER 2001 PATRON LIST**

(as of August 22, 2000)

**Title Sponsor**

Nokia

**Presenting Sponsor** - ( 1 at \$110K)

Sheraton Hotels and Resorts

**Diamond Sponsors** - (2 at \$75K)

Bell Canada (Diamond or Gold)

Rideau-Carleton Slots (pending)

Royal Canadian Mint (pending)

**Gold Sponsors** - (12 at \$35K)

True Value Hardware, The Ottawa Citizen, Nesbitt Burns, Ikon Office Solutions,  
Ford of Canada, RCA, Tim Hortons (pending), CHRO (pending), CHUM (pending).

**Silver Sponsors** - (10 at \$18K)

Dollco Printing, Royal Moving and Storage, KPMG, Corby Distilleries, The Brick  
(pending).

**Bronze Sponsors** - (10 at \$10K)

MCR Signs, Handyman Connection, Cimco Refrigeration, Ability Janitorial

Extract of Draft Minute  
Corporate Services and  
Economic Development Committee  
03 October 2000

2001 NOKIA BRIER – CANADIAN MEN’S CURLING  
CHAMPIONSHIP – MARCH 3 – 11, 2001  
GRANT REQUEST OUTSIDE REGULAR PROCESS

- Regional Clerk’s report dated 26 Sep 00

Councillor Stewart inquired on the timing of the late application. Mr. Jim Young, Chair, confirmed they were awarded the event one year ago. However, he explained that part of the procedure was to attend the previous event held in early March 2000 in order to review the activities and review how to support them in Ottawa. Mr. Young stated that based on the 2000 event, it was determined that the City could support the event in several ways that were beneficial to the event and the City. Mr. Young confirmed there were earlier discussions with the Region; however, they waited until after attending the 2000 event to submit their application.

Councillor Stewart referenced the economic impact of \$10 million and approximately 5000 room nights, and inquired about the breakdown of the generated income. Mr. Young stated by examining past studies, this figure was determined. He pointed out it was not only visitors to the Capital, but also the curling community within the Ottawa Valley.

With respect to the requested \$75,000, J. Barbeau, Director, Corporate Programs and Administration, confirmed transportation costs were approximately \$45,000 for the OC Transpo service. She pointed out OC Transpo did not have funding to accommodate this type of event; therefore, funding was coming from the Transportation operating budget. With respect to remaining funds, M. Sheflin, Environment and Transportation, confirmed funding was available in the Transportation budget. He added it was not permitted to close with a deficit at year-end.

Chair Chiarelli referenced municipal support for previous events. Mr. Young stated Edmonton provided transportation services and the host city for the 2002 event planned to request approximately \$200,000.

With respect to previous events, Mr. Young stated the most common concern expressed was over transportation, sometimes to a point of judging the success of the event on this component. He emphasized it was very important for visitors / participates to have easy, reliable access to the facility and around the city.

Extract of Draft Minute  
Corporate Services and  
Economic Development Committee  
03 October 2000

Councillor Cantin inquired about acknowledgment for the sponsorship and the option to host the opening or closing ceremony. Ms. Bonnie Morris, Vice-President Business, stated they were also seeking support from the corporate community. She reported the first official highlight of the Brier was to bring the sponsors / patrons together for a reception, with the plan to hold this event at 111 Lisgar Street.

Councillor Beamish inquired if there would be the opportunity for product placement and acknowledgement for the Region of Ottawa-Carleton. Ms. Morris stated details had not been finalized, however, they were happy to discuss this further. The speaker added the TSN broadcasting would include a feature on the host community/city in addition to various segments throughout the 66 hours of television coverage.

**That Corporate Services and Economic Development Committee recommend that Council approve a grant request in the amount of \$75,000 for the Ottawa Brier 2001.**

CARRIED  
(D. Beamish dissented)